

**New Program Proposal
Master of Sport and Entertainment Management
USC-Columbia**

Summary

USC-Columbia requests approval to offer a program leading to the Master of Sport and Entertainment Management degree (M.S.E.M.) in Sport and Entertainment Management, to be implemented in Fall 2004.

The proposal was submitted for Commission review on February 17, 2004. The proposal was reviewed without substantive comment and voted upon favorably by the Advisory Committee on Academic Programs at its meeting on March 31, 2004. The USC Board of Trustees approved the proposal on April 21, 2004.

The purpose of the program is to prepare graduates who will be prepared to deal with the managerial-level functions at the mid-level and leadership positions for event management in sport and entertainment. The need for the program is based on demand as assessed by the University of South Carolina indicating a growth of +24% in these kinds of positions within South Carolina (and, even higher figures outside the state) for the period 1999-2005. In addition, the proposal states that a survey by the University of the graduating students in the undergraduate major of Sport and Entertainment showed that 53% are interested in pursuing a graduate degree in this field.

The curriculum consists of 36 credit hours. Students are required to complete one of two tracks: either the nonthesis option (in which there are 15 credits of electives) or the thesis option (in which there are nine credits of electives and six credits of thesis preparation).

The curriculum has been designed to meet the needs of mid-level and leadership roles for public assembly managers of sport and entertainment events, by providing them with "the operational and managerial skills not emphasized by other graduate degrees." The proposed curriculum builds upon the undergraduate major at USC-Columbia in the field. It will be unique as the only such graduate program in this field in South Carolina. Eight new courses will be required for the proposed program.

In the United States and Canada, there are 83 public and private institutions of higher education which offer graduate degrees in Sport and Entertainment Management. However, all these other programs are found in and emphasize either physical education, education, or recreation, in contrast to USC-Columbia's which will emphasize event

management. In the state there are three undergraduate programs (Winthrop, Clemson, and USC-Columbia) which are expected to be feeders for this program.

USC-Columbia indicates that one replacement tenure-track faculty member, for replacement of a recently deceased incumbent, will be hired for the first year of the program's implementation. In the second year of the program, another new tenure-track faculty member will be hired. All faculty members teaching in the master-level program will be full-time members of the USC faculty, who also teach in the undergraduate program of the Department of Sport and Entertainment. Altogether for the graduate program the faculty will begin with six (2.5 FTE) will be available during the first year of the program's operation; and rise to seven (3.5 FTE) in the second year and thereafter. All faculty will possess the terminal degree.

Enrollment in the proposed program is estimated to begin at 20 headcount (21.25 FTE) in FY 2004-05 and increase to 40 headcount (40 FTE) in FY 2008-09. Estimates are based on the number of students in the baccalaureate program who have expressed interest in matriculating into the proposed program and USC's projection of additional students enrolling from outside the ranks of recent graduates of its own undergraduate program. If enrollment projections are met, the program will meet the current CHE program productivity standards. The program will not be subject to any separate professional accreditation process.

No additional costs for the physical plant have been noted, since a 2003 renovation program provided all the space the program is thought to need in its first five years of implementation. The library support will need additional \$4,000 to add to the collection in sport and entertainment in years three, four, and five of the program's implementation, for a total of \$12,000.

New costs for the program are estimated to begin at \$ 31,873 in year one and include administrative (\$5,000), graduate assistants (\$13,000), fringe benefits (\$9,873), and supplies (\$4,000). Estimated costs increase to \$101,527 by year five and include administrative (\$5,000), faculty salaries (\$51,827), graduate assistants (\$26,500), supplies (\$4,000), library (\$4,000), and fringe benefits (\$10,200). The total estimated new cost is \$428,580 for the program's first five years. This cost estimate includes only the cost of one new faculty member's salary.

Shown below are the estimated Mission Resource Requirement (MRR) costs to the state and new costs not funded by the MRR associated with implementation of the proposed program for its first five years. Also shown are the estimated revenues projected under the MRR and the Resource Allocation Plan as well as student tuition.

Year	Estimated MRR Cost for Proposed Program	Extraordinary (Non-MRR) Costs for Proposed Program	Total Costs	State Appropriation	Tuition	Total Revenue
2004-05	\$200,813	0	\$200,813	\$0	\$168,250	\$168,250
2005-06	342,563	0	342,563	69,717	288,181	357,898
2006-07	378,000	0	378,000	119,354	317,963	437,347
2007-08	378,000	0	378,000	131,426	317,963	449,389
2008-09	378,000	0	378,000	131,426	317,963	449,389

These data demonstrate that if USC-Columbia meets the projected student enrollments and contain costs as they are shown in the proposal, the program will be able to meet new costs with revenues it generates by the second year of its implementation.

In summary, USC-Columbia will offer a program leading to the Master of Sport and Entertainment Management degree that will equip students to assume mid-level and leadership positions in the area of public assembly management for sport and entertainment events. The proposal includes both thesis and nonthesis options.

Recommendation

The Committee on Academic Affairs and Licensing recommends that the Commission approve USC-Columbia's proposed program leading to the Master of Sport and Entertainment Management degree (M.S.E.M.) for implementation in Fall 2004, provided that no "unique cost" or other special State funding be requested or required.